

**MINUTES OF THE BOARD OF DIRECTORS
HOLLYWOOD PROPERTY OWNERS ALLIANCE
April 17, 2008**

Directors Present	John Tronson	Tronson Investment Group
	Aziz Banayan	Algert Co., Inc.
	Lynda Bybee	Metro
	Michael Gargano	Argent Ventures and Millennium Partners
	Bill Hertz	Mann Theatres
	Hilary Royce	Church of Scientology International
	Alan Sieroty	Sieroty Company
	Thaddeus Smith	The Music Box Theater
	Tej Sundher	Hollywood Wax Museum
	Monica Yamada	CIM Group, Inc.
	Captain Clay Farrell	LAPD - (Ex-officio Member)
Directors Absent	Chris Bonbright, President	Whitley Court Partners
	Jose Malagon, Vice President	Hollywood Media Center
	Nathan Korman, Secretary	NBK, LLC
	Frank Stephan, Treasurer	The Clarett Group
	Ron Radachy	Oasis of Hollywood
	Leron Gubler	Hollywood Chamber of Commerce- (Ex-officio Member)
Staff	Kerry Morrison	HPOA
	Sarah MacPherson	HPOA
	Joe Mariani Jr.	HPOA
	Katie Zandona	HPOA
Guests	Kate Blackun	Melograno
	Ken Coelho	RBZ
	Nojan Boloorch	Tax Incentive Solutions
	Fabio Vasco	GT and L
	Helen Leung	CD-13 Council President Garcetti's Office

I. Call to Order

The meeting was called to order by Security Committee Chair John Tronson at 4:12 P.M.

II. Public Comment

Kate Blackun, of Melograno restaurant, introduced herself to the Board and informed them that as a new neighbor in the community she is interested in learning about the BID and its functions as well as finding ways to be involved in promoting the continued health and well being of Hollywood.

Nojan Boloorch, Enterprise Tax Consultant, distributed to the board his card and informed those in attendance that his company is able to help businesses, like those in the BID, which are in the City's Enterprise Tax Zone. Boloorch encouraged board members who are business owners to contact him.

Fabio Vasco, Gleicher, Tilly and Leonard introduced himself to the board.

III. Approval of Minutes

It was moved by Monica Yamada, seconded by Tej Sundher and **CARRIED to approve the minutes from the March 20, 2008 Board Meeting.** [Unanimous].

IV. Treasurer's Report

A. 2007 Financial Review: Kerry Morrison introduced Fabio Vasco from Gleicher, Tilly and Leonard, who conducted the Hollywood Entertainment District's 2007 Financial Review, which is required as part of the city contract for managing the BID. Vasco distributed and reviewed with the board the document which was prepared earlier that month. Vasco informed the board that all the statements prepared in the document were in accordance with the General Accounting Principals (GAP) and were done based on an accrual basis. Morrison informed the Board that if the Financial Review was approved it would be sent to the city and property owners by the end of this month.

It was moved by Lynda Bybee, seconded by Tej Sundher and **CARRIED to approve the Hollywood Entertainment District's 2007 Financial Review Report.** [Unanimous]

B. Report from RBZ : Ken Coelho, RBZ, distributed to the board a document which listed the assessments received for the 2006-2007 year. So far this year RBZ has only collected the first installment. The document also showed the owners who had not paid their assessments recently and are counted as delinquent.

C. Report from Finance Committee and increase to RBZ retainer: Kerry Morrison updated the Board on the most recent meeting of the Finance Committee. Morrison explained how RBZ had discussed with the Committee a possible increase to the RBZ retainer to \$2,500 a month. The CHC contract will cover \$250 of this amount.

It was moved by Bill Hertz, seconded by Thaddeus Smith and **CARRIED to approve the increase of RBZ's monthly retainer \$2,500 a month.** [Unanimous]

V. Committee/Activity Reports

A. Marketing Committee:

1. NavigateHollywood.com: Katie Zandona informed the Board that the staff had met with Urban Insight, the developer of the website, and that the company is working on developing possible templates for use on the site. Zandona is also working with a graphic designer to secure a logo for the site. If all goes as planned the staff is hoping to have the website up and running by late Summer 2008.

2. Sunset and Vine Website: Zandona reported to the Board that she and the BID's website developer had finished the final touches to the Sunset and Vine BID's website. The site has been up and running for a week, and Board members were encouraged to visit the site at www.sunsetandvinebid.org.

3. Annual Visitor's Guide and Map: Zandona has begun working with Annual Visitor Guide and Map developer, WHERE Magazine, to begin the production of the Hollywood Visitor's Guide for the 2008-2009 year. The map will cost \$98,000 to produce. This is a project of the HPOA and any additional funds will accrue as a profit to the HPOA account. So far Zandona has received calls from some businesses in the area that are looking at renewing their place on the map, and she will also be mailing out information on how to become involved in the effort to businesses and restaurants throughout the Hollywood Entertainment District and Sunset and Vine BIDs.

It was moved by Aziz Banayan, seconded by Tej Sundher and **CARRIED to approve that the board would give the HPOA staff permission to enter into an agreement with WHERE magazine who will produce the 2008 -2009 Hollywood Visitor's Guide and Map at a cost of \$98,000.**
[Unanimous]

B. Security Committee

1. Report from LAPD: Captain Clay Farrell gave the Board the most recent crime update and statistics for the Hollywood area. Currently part one crimes in the area are down 16% this year. Captain Farrell reported that the division is also preparing for a protest that will be taking place May 10, 2008 outside of Grauman's Chinese Theatre. The Board thanked Captain Farrell and the LAPD for all their great work in the area so far this year. Morrison also mentioned that she had a chance to sit down with the Captain and Steve Seyler, Andrews International, to discuss security issues in the BID along with the possibility of increasing the BID patrols' hours as the BID is renewed in 2009.

2. Report from National Homeless Summit: Morrison updated the Board on her recent trip to Washington D.C. for the national homeless summit. Morrison thanked the board for allowing her to attend and said she was able to speak with Phil Mangano, Executive Director of the United States' Interagency Council on Homelessness, and prepare him for his upcoming visit to Hollywood.

3. Business Roundtable Meeting: Morrison informed the Board that the United Way is continuing its efforts to prepare for Phil Mangano's visit on April 30, 2008. The visit is the first step in an effort to form a Business Coalition of various business leaders in the Hollywood area. Morrison hopes that Board members invited by the United Way are able to attend the event.

4. Selma Park Celebration: Katie Zandona and Joe Mariani reported that they have been working with various community leaders and organizations in the area around Selma Park to help plan a "Family Day" at the park on Saturday, May 31, 2008 at 12:00 P.M. The event will serve as an opportunity to let local residents know that Selma Park is now a neighborhood park for kids and their families. Those members interested in attending or donating items to the event should contact either Katie or Joe in the HPOA office.

5. Update on Snapshot Count and Project Connect Day: Lynda Bybee reported to the Board that she had attended the homeless count and found the experience to be quite eye opening. Morrison informed the board that the teams deployed that night found 384 individuals who were out sleeping in Hollywood, many of which were youth. This number does not include the several encampments and vehicles that were found. In order to continue outreach efforts to the homeless community in Hollywood, PATH will be hosting Project Connect Day on June 26, 2008 at the Music Box Theatre. Board Members interested in volunteering are encouraged to contact the HPOA or PATH.

C. Streetscape Committee:

1. Tree Trimming Update: Sarah MacPherson reported to the board that she had distributed an RFP to various tree trimming companies in the area as the last quote she received for tree

trimming and watering from True Green was significantly higher than prior quotes.

2. CRA Draft Alley Concept Plan: MacPherson informed the board that at the last Streetscape Committee meeting for the Hollywood Entertainment District the group discussed the CRA's alley plan with Kipp Rudd, CRA. MacPherson will email the board a link to the documents that were distributed at the meeting from the CRA which also depicted the disparity of parking available in Hollywood compared to other neighboring cities.

3. Argyle Median: MacPherson noted that the City is looking into possibly turning the median located at Argyle and Yucca into a public space. The HPOA staff would like to discuss with the Board their thoughts on the renovation at their next meeting and receive a formal position from the board to convey to the public for future discussions.

4. CD-13 Transportation Goals: Helen Leung, CD-13, distributed to the board a list of Council President Garcetti's transportation goals. The sheet listed several topics, such as hailing a taxi cab in Hollywood, that are being discussed in various subcommittees in the area. The sheet also described potential solutions to some of the goals and steps that are currently being taken to accomplish them.

VI. Old Business

A. BID Renewal Activities:

1. Progress Report: Morrison reported to the Board that the HPOA staff working with Muni Financial was securing the final version of the Roll which would be submitted to the city. So far the city has approved the latest versions of the Management District Plan and Engineer's Report. The staff is hoping to have the petitions out in the mail by next week and are looking to have the BIDs Annual Meeting with a "Turn Your Petition In Party" at the end of May.

VII. New Business

None

VIII. Report from Executive Director

A. Change Order to CHC/HPOA Management Contract for 2008. Morrison explained to the board the proposed change order to the CHC/HPOA Management Contract which was recently approved by the CHC board. A copy of the amended scope of work was distributed in the meeting packet. The change order reflected a clarification of certain management and administrative tasks provided by HPOA to the CHC and documented the change in the monthly management fee from \$10,000 to \$11,000 per month.

It was moved by Monica Yamada, seconded by Tej Sundher and **CARRIED to approve the proposed changes to the CHC/HPOA Management Contract for 2008.** [Unanimous].

B. CRA Public Hearing: Sarah MacPherson invited those interested in attending to take part in the CRA's Public Hearing on the five year implementation plan taking place on May 15, 2008 at 10:00 A.M. at the Music Box Theatre.

C. Women of Distinction Luncheon: Kerry Morrison congratulated Hilary Royce on being named by the Hollywood Chamber of Commerce as one of the Women of Distinction for 2008.

IX. Next Meeting

The next meeting is scheduled for Thursday, May 15, 2008 at 4:00 P.M. in Suite 200 of the Taft Building (1680 Vine St., Hollywood, CA. 90028).

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X. Adjournment

There being no further business the meeting was adjourned by Security Committee Chair John Tronson at 6:01 P.M.